

# BETTINA VOLZ

A highly professional executive with wide experience of all aspects of the Travel & Luxury Hotel Industry with more than 30 years work experience, 23 years of it in Leadership. Great knowledge-in-depth of the Central & Eastern Europe Markets with results oriented network. Specialized in the Travel Industry and Trade, Sales & Marketing, TTOO, DMC's, OMC's, contracting & negotiating, premium & preferred partnerships, business & leisure Travel, MICE, Customer Relationship Management, Online Portals, E-Business and Yield & Revenue Management, additionally knowledge as Travel Reporter, Blogger & Editor. Passion for sales based on interpersonal skills. Culturally sensitive and team oriented with outstanding influential and networking skills. Highly numerate and computer literate, multilingual with extensive knowledge of Europe, Middle East, Africa, Asia, South, Central, North America, Caribbean, Australia & New Zealand through intensive travelling. Availability to travel and work worldwide.

## PERSONAL DATES

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Residence: Majorca - Balearic Island – Spain  
Mobile: 0034 – 662 00 1919  
Email: [bettina\\_volz@hotmail.es](mailto:bettina_volz@hotmail.es)  
Date & Place of Birth: 28. June 1967, Heilbronn – Germany

## LEADERSHIP EXPERIENCE

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**2008 – present**

### **Director Business Consulting**

Travel Industry & Hotel Management Consulting, Majorca – Spain

#### Key Features & Achievements:

- Management Consulting & seasonal Project Management of national, international & private companies in the Travel Industry & Trade with direct contact to clients via meetings & reporting, development of already existing projects, cooperation and new business research
- Authorized to negotiate contracts, prices, terms & conditions and to sign agreements with providers and clients
- Lead, manage, coordinate and supervise events & projects of clients
- VIP Hostess & personal guided tours on long-distance holiday
- Organisation & realisation of journeys and sightseeing tours for clients to New Zealand, Australia, Thailand, Myanmar, South Africa, Spain, England, India, Nepal, Vietnam, Cambodia, Hongkong and Philippines
- Travel Reporter, Blogger & Editor with live reports on radio station
- Photography, painting, painting exhibitions like Westend London 2016, participation in advertising films and film productions with Palma Pictures, Character Models etc. for Hotels.com, Jet 2 holidays, Tesco, Vodafone, Kytta etc.

➔ Develop & maintain effective relationships with key partners, secure highest potential & new business opportunities

#### ABSTRACT OF THE MOST IMPORTANT CUSTOMERS ON BEHALF OF THE CONSULTING COMPANY:

**2015 - 2016**

### **Director German Markets**

Palma Aquarium, Head office Majorca – Spain

#### Key Features & Achievements:

- Commercialization of different markets, mainly German Market, maintain constant contact, providing information and necessary supports like product trainings, presentations and guided tours etc. to increase sales.
- Develop and increase numbers of visitors, study statistics and evolution of numbers of visitors and anticipate concrete actions to achieve objectives of the given budget
- Support & carry out commercial actions to achieve overall objectives of visitors, participate in departmental meetings and provide team with necessary information of the market situation how they can enhance areas from influx
- Propose new actions to General Manager and inform about the competitive initiatives and our results of successfully actions already made that impact the market of the company
- Advise, collaborate and work very closely together with different departments to ensure adequacy of commercial actions and communication to reference market to achieve expected results and finding with them constantly new alternatives and ideas to increase numbers

➔ Increase turnover by 37% through stronger relationships within all market segments, mainly tour operators

**2013 - 2014**

### **Sales Director Private Events**

GRUP TRUI, Head office Majorca – Spain

#### Key Features & Achievements:

- Corporate strategy and organization, targeting product optimization
- Weekly reports and direct contact to the owner of the company
- Responsibility developing and implementing a sales and marketing plan for GRUP TRUI with the primary goal to establish GRUP TRUI on the national & international Event Market
- Marketing: preparation of promotional materials, cooperative agreements, sponsorship, interchange, press releases etc.
- Effective coordination, implementation and realisation of all activities, supervision, organisation & development of already existing projects & Events with an absolute focus on effectiveness, efficiency and high quality.
- Authorized to negotiate, contracts & sign agreements with Hotels, Associations, Event locations, Travel Industry, Event agencies, private clients, companies, artists, acrobats, musicians, providers etc.
- Capturing an accurate new client data base and their final decision makers
- Ensure new business opportunities and set constantly aggressive sales goals

➔ Organisation and realisation of high potential and important social Events:

Lady Moura, TUI Marathon, Oktoberfest 2013 Mallorca, Bodhana Meditation Festival, Benefiz Galas etc.

➔ Develop and maintain effective relationships with key partners and potential new accounts

**2006 - 2008**

**Director of Sales, Central & Eastern Europe**

Fiesta Americana Hotels & Resorts and Grupo Posadas, Majorca – Spain

Key Features & Achievements:

- Report to the Vice President & Chairman of the company in Miami
  - Develop and draw up a budget for the annual Sales & Marketing & Business Plan, based on previous re-search, analysis & investigation of the national & international market trends for the company and for its clients
  - Contract & negotiate for Fiesta Americana Hotels & Resorts and Grupo Posadas the Travel Industry & Trade, TO's Consortia's, dotcoms, DMC's, travel agencies, MICE clients, Wholesalers, Airlines etc. the following markets: Central & Eastern Europe, Argentine, Brasil & Mexico
  - Undertake extensive international travelling, organized & successfully executed Sales Visits, major trade fairs, Fam.Trips, maintained permanent contact to Key Accounts and detected potential customers
- Negotiate & secure larger, most prestigious accounts in Central & Eastern Europe, increase Sales by 30%
- Found strong relationships within the customers and hospitality industry, including Convention Bureaus and Government Tourist offices and initiate and roll out strategic alliances

**2004 - 2005**

**Director of Sales & Marketing - Mice, Consortias, Corporates**

Corinthia Hotels International, Head office Würzburg - Germany

Key Features & Achievements:

- Report directly to the Chairman of Corinthia Hotels International, Head office Malta
  - Negotiate contracts with MICE, Consortia's, Corporate & dotcoms in Germany, Austria, Switzerland
  - Develop and implement new Sales & Marketing initiatives and plans
  - Target premium accounts & relationships with meeting planners, research for highly potential new clients
  - Direct & managed sales team of 6 person in proper systems & procedures and insure follow up techniques
- Increase turnover by ca, 2 Mill. Eur through research and execute a Sales Plan that encompass current client base as well as aggressively target new accounts to insure that the specific goals will be reached
- Highly develop permanent close working relationships with before not existing MICE clients and highest potential accounts and secure new business through Sales Calls, Fam.Trips, Roadshows & trade fair

**2003 - 2004**

**Director Travel Industry & Travel Trade**

NH Hoteles, Head office Berlin – Germany

Key Features & Achievements:

- Report to the Director of Sales & Marketing in the Head office in Madrid, Spain
  - Re-brand, re-launch & compliant Astron Hotels to the standards of NH Hoteles & Resorts, adherence and implement corporate identity and programs and improve average room rate and revenues
  - Organizing and administering all Sales & Marketing activities, strategies etc, also financial acumen in all sales objectives including forecast, budgets, planning and directing.
  - Organize the promotion of hotels & services in tourism industry events, tourists boards, official organizations, dot.coms, TO's (coop), travel agencies, airlines and associations
  - Contract, design, develop and implement annual Soft & Hard Marketing plans with premium & preferred Partnerships in Germany including American Express, Carlson Wagon Lits, BTI Euro Lloyd and TQ3
  - Negotiate TO's & Online Portals in Germany, Austria, Switzerland for all NH hotels, contract commercial out-comes & secure new business, spearhead & directed all Fam.Trips, Sales Visits & major trade fairs
  - Coach, mentor and motivate professional sales team of 4 people
- Turnover increased by 44% in half a year (online bookings) through premium & preferred Partnerships and best contacts to business travel sector from companies & travel agencies and industry & commerce contacts
- Turnover more than 20 Million Eur in TO's business in half a year

**2001 - 2003**

**Director of Global Sales, Groups, Conferences, Fairs**

Hotel Reservation Service, Head office Cologne – Germany

Key Features & Achievements:

- Report directly to the Head of the company
  - Develop, implement & facilitate annual Sales & Marketing plans and attend major trade fairs
  - Contract international Hotel chains, & private Hotels and corporate clients in Germany, Austria, Switzerland
  - Negotiate, contracted & manage social events, & fairs like World Youth Day 2006, WM 2008 and Formel 1
  - Pre-launch webpage of HRS, founding webpage of MICE
- Build up a new MICE Team, develop and motivate a professional sales team of 25 people
- Exceeded over 3000 requests a month, with in about 40% were confirmed
- Successfully implementation of group requests online
- Awarded as official hospitality organiser of the World Youth Day 2006 and WM 2006

**1997 - 2001**

**International Director of Sales (MICE)**

Sol Meliá, Head office Madrid – Spain

Key Features & Achievements:

- Provide sales information, statistics and reports to the Director of Sales Head office Madrid & Mallorca
  - Contract MICE, Consortia's, Corporates & dotcoms in Germany, Austria, Switzerland for all Sol Meliá Hotels worldwide
  - Develop Sales & Marketing Plans, Researched new clients in support of business development and airline RFP submissions
  - Organize and successfully execute Sales Visits, major trade fairs, functions & Fam.Trips, manage key accounts, detect potential customers and accounts within the market segmentation
- Achieved and exceed sales targets in MICE segment by 30% with a yearly turnover of 2 Mill. Eur through new contacts with meeting organizers, incentive & event agencies, TO's, wholesaler and airlines.

## WORK EXPERIENCE

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1995 - 1997	<b>Product Manager / Travel Agent</b> Schäfer-Reisen, Heilbronn – Germany
1991 - 1994	<b>Travel Guide &amp; Rep</b> Touristik Union International (TUI), Hannover - Germany Destinations: Malaga, Canaries, Crete.
1992	<b>VIP-Hostess, German Pavilion</b> World Exhibition E X P O 92, Seville - Spain
1990 - 1991	<b>VIP-Hostess of the German Olympic Team</b> Olympic Games 1992, Barcelona – Spain
1988 - 1990	<b>International Reservation &amp; Front Office Clerk</b> 5 Star Hotel Hilton International, Düsseldorf – Germany
	<b>Hotel Management</b> 5 Star Schlosshotel Bühlerhöhe, Baden-Baden - Germany

## PROFESSIONAL EDUCATION AND QUALIFICATION

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1995	<b>Travel Agent, SSI-Institute, Munich-Germany</b>
1993	<b>Travel Guide Diploma ICONA, Lanzarote - Spain</b> National Parks Spain and Canary Island
1985 -1988	<b>Training in Hotel Management</b>
1985	<b>GCSE - Germany</b>

## CONTINUING PROFESSIONAL TRAINING

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2017	"Healing Hands Reiki I & II" Parveen Badoni, Reiki Master, Rishikesh - India
2015	"Introduction Reiki II" Christián Pons, Reiki Master, Mallorca - Spain
2013	"How to talk to men in business" Barbara Jansen, Coach, Mallorca – Spain
2012	"Introduction Reiki I" Christián Pons, Reiki Master, Mallorca - Spain
2003 & 2004	"NH Management & supervision with passion I+II" NH University - Spain
1998	"Sales & Marketing II" Sales Training Sol Meliá, Barcelona - Spain
1998	"Sales Contracts" Beckmann Personal Training, Munich - Germany
1997	"Basics of Sales" Beckmann Personal Training, Munich - Germany
1997	"Sales & Marketing I" Sales Training Sol Meliá, Seville – Spain

## COMPUTER SKILLS

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MS Office (Windows, Excel, Access, Power Point, Corel Draw), Start-Amadeus / IATA, Oracle (NH Hoteles), Reservation System of HRS, Cologne, IBM36 (Hilton) , IT Reservation System Siemens-Nixdorf (Grundig).

## LANGUAGES

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Fluent in English & Spanish written and spoken, basics in French, native German Speaker

## LOCAL KNOWLEDGE

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<b>Europe:</b>	Benelux, France, Great Britain & Scotland, Greece, Malta, Italy, Portugal, Spain, Turkey
<b>Africa:</b>	Egypt, Israel, Jordan, Morocco, Oman, Palastine, United Arabian Emirates, Kenia, South Africa, Tanzania
<b>Asia:</b>	Cambodia, China, Hongkong, India, Indonesia, Malaysia, Myanmar, Nepal, Philippines, Singapur, Sri Lanka, Thailand, Vietnam, Tibet
<b>Central America:</b>	Costa Rica, Guatemala, Mexico
<b>Caribbean Sea:</b>	Cuba, Dominican Republic, Lower Antilles – Caribbean Sea
<b>South America:</b>	Bolivia, Colombia, Ecuador-Galapagos Island, Peru
<b>North America:</b>	East Coast USA, Florida

**Australia, New Zealand**

## INTERESTS

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travels, travel reports, sport, creative and talented in photography, writing, painting, participating in advertising films & film productions